

## Message Text

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ACTION EB-08

INFO OCT-01 NEA-11 ISO-00 AID-05 CIAE-00 COME-00  
FRB-03 INR-10 NSAE-00 ICA-11 TRSE-00 XMB-02  
OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 JUSE-00 STR-07  
L-03 AGRE-00 PA-01 /073 W  
-----105580 151736Z /64

R 151624Z MAY 78  
FM AMEMBASSY CAIRO  
TO SECSTATE WASHDC 9139  
INFO AMEMBASSY DAMASCUS  
AMEMBASSY JIDDA  
AMEMBASSY KUWAIT

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E.O. 11652: N/A  
TAGS: EFIN, EAGR, EG  
SUBJ: PM SALEM INAUGURATES COCA COLA PROJECT

REF: (A) CAIRO 10360, (B) CAIRO 11737

1. PM SALEM, ACTING FOR PRESIDENT SADAT, AND COCA COLA CHAIRMAN PAUL AUSTIN MAY 14 INAUGURATED 15,000 ACRE CITRUS AND VEGETABLE PRODUCTION PROJECT IN SHARKIA PROVINCE NEAR BILBEIS. NEW MINAG DAOUD, AMBASSADOR, COKE VP AYOUB AND OTHER OFFICIALS WERE IN ATTENDANCE. CHAIRMAN HILAL ABDULLAH HILAL OF EGYPTIAN FIRM ESTABLISHED TO ADMINISTER PROJECT, RAMSES AGRICULTURAL CO., DELIVERED PRINCIPAL ADDRESS, WITH PM ALSO SPEAKING AT SOME LENGTH. PROJECT WAS BILLED AS PART OF PRESIDENT'S EFFORTS TO ACHIEVE FOOD SECURITY AND PROMOTE GREEN REVOLUTION.

2. SPEAKERS AT CEREMONY NOTED THAT COCA COLA OWNS 50 PER CENT OF RAMSES COMPANY, WITH REMAINING 50 PER CENT  
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HELD BY GOE PUBLIC SECTOR FIRMS, INCLUDING AL SHARK INSURANCE, IN.C, MISR BANK AND EL NASR BOTTLING COMPANY (FORMERLY COCA COLA PLANT). PAID IN CAPITAL AT PRESENT IS LE 7.5 MILLION (\$10.7 MILLION AT PARALLEL RATE). EVENTUAL TOTAL COSTS OF PROJECT IS EXPECTED TO BE LE 38 MILLION (\$54.3 MILLION). COMPANY IS ESTABLISHED UNDER INVESTMENT LAW 43, AS AMENDED.

3. ACCORDING COKE VP AYOUB, START-UP OF BOTTLING VENTURE REFERRED TO REFTELS HAS BEEN POSTPONED PENDING FURTHER NEGOTIATIONS WITH EL NASR BOTTLING COMPANY. WE HOPE OBTAIN FURTHER DETAILS DURING AYOUB'S CURRENT STAY IN CAIRO.

4. COMMENT: WHILE COCA COLA WAS MENTIONED SEVERAL TIMES IN INAUGURATION SPEECHES AT DESERT SITE OF PROJECT, MOST CAIRO PRESS REPORTS FOLLOWING DAY FAILED TO IDENTIFY U. S. FIRM CONCERNED. COVERAGE WAS FAIRLY EXTENSIVE, BUT ONLY AL GOMHOURIA CITED COCA COLA BY NAME, AND THAT ONLY ONCE. THERE SEEMS TO BE NO REASON TO DOUBT, HOWEVER, THAT SIGNAL OF GOE'S INVOLVEMENT WITH COKE WILL BE RECEIVED BY ARAB BROTHER NATIONS. EILTS

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PROGRAMS (PROJECTS), ESTABLISHMENT OF OFFICES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 may 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 20 Mar 2014  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Original Handling Restrictions:** n/a  
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**Review Action:** RELEASED, APPROVED  
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